METRO-GOLDWYN-MAYER
presents

ELVIS PRESLEY

BURGESS MEREDITH

JOAN BLONDELL

KATY JURADO

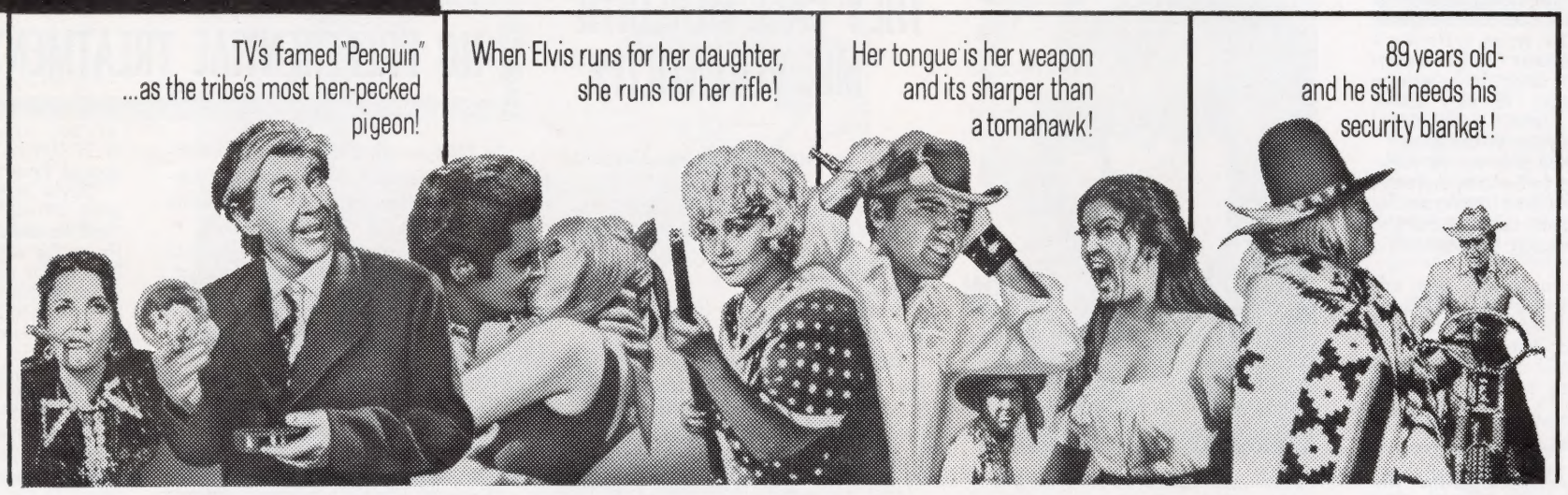
THOMAS GOMEZ

STAY AWAY, JOE

Elvis goes West... and the West goes wild and that's no Sitting Bull!

He's an "In" Indian who prefers necking to scalping!

MOTION PICTURE ASSOCIATION OF AMERICA



Screenplay by MICHAEL A. HOEY · Directed by PETER TEWKSBURY · Produced by DOUGLAS LAURENCE ·

Hear Elvis Sing "Stay Away Joe" on RCA Victor Records

PANAVISION® AND METROCOLOR

THEATRE

MGM

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"STAY AWAY, JOE," WARNS WARY MAMA!

Elvis Presley is parted from his girl friend, Quentin Dean, by the latter's vigilant mother, Joan Blondell, in MGM's "Stay Away, Joe," rugged, rowdy comedy set in today's West. Burgess Meredith, Katy Jurado and Thomas Gomez also star in the new Panavision and Metrocolor attraction. Peter Tewksbury directed.

Still 1864-16 Stay Away, Joe Mat 2-A

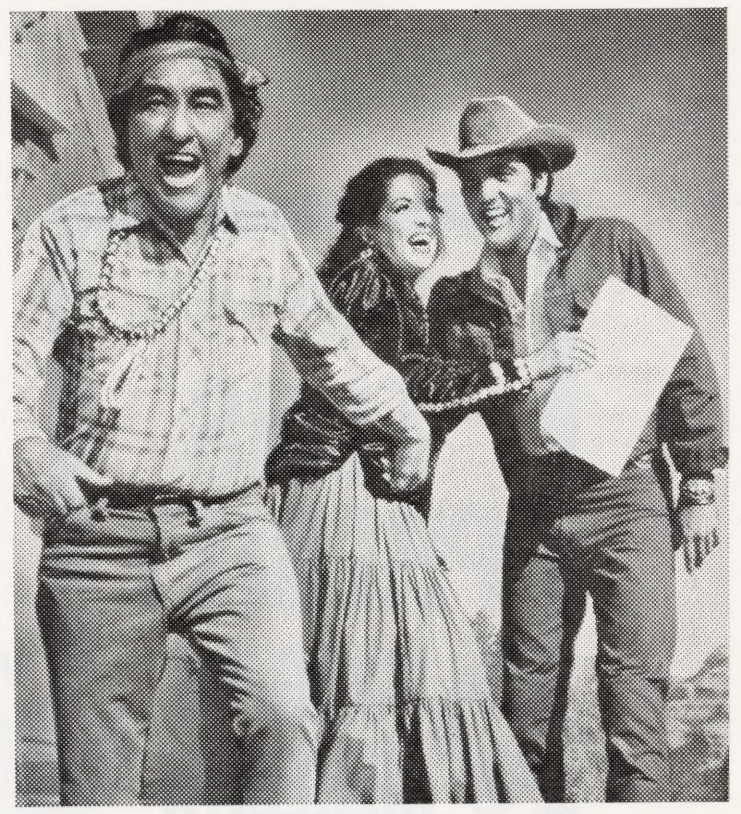
ONE LAUGH TOPS ANOTHER IN "STAY AWAY, JOE" WITH ELVIS PRESLEY AS BRAWLING COWBOY SON OF NAVAJO INDIAN FAMILY

(Announcement Story)

It's a BRAND NEW Elvis Presley in MGM's rollicking comedy, "Stay Away, Joe," in which he makes a striking departure from his usual love-crooning roles to play a brawling, half-Navajo cowboy who attempts to pave a path of gold for his parents, sister and grandfather, a carefree family of indigent American Indians ranching near a reservation, but whose every effort at a good deed ends in howlingly funny contretemps.

Elvis Presley, as a half-Indian rodeo champ, puts a bull in its place in "Stay Away, Joe," MGM's rugged, rowdy comedy of today's West. With him in the stellar cast are Burgess Meredith, Joan Blondell, Katy Jurado and Thomas Gomez.

Still 1864-85-E Stay Away, Joe Mat 1-E



Ne'er-do-well Elvis Presley, cast as a half-Indian rodeo champ in "Stay Away, Joe," proves himself a hero, after all, when he comes to the rescue of an Indian reservation — to the delight of his father, Burgess Meredith, and step-mother, Katy Jurado. MGM's rugged, rowdy comedy in Panavision and Metrocolor also stars Joan Blondell and Thomas Gomez. Peter Tewksbury directed.

Still 1864-86-E Stay Away, Joe Mat 2-E

And what a cast Elvis has surrounded himself with in this new MGM laugh hit, filmed in Panavision and Metrocolor on location in Sedona, Arizona, marking one of the rare pictures he has filmed outside of a studio.

Let's take the ladies first. There is Joan Blondell as a gun-totin' tavern owner who chases Elvis all over the country in an effort to keep him away from her not-too-bright, teen-age daughter, played by Quentin Dean. There is Katy Jurado, cast as Elvis' sptifire stepmother, who craves such status symbols as indoor plumbing. He finally gets that for her but before she is able to use it, the fancy improvements cave in! There is Susan Trustman, making her motion picture debut as Elvis' pretty sister, whose impending marriage he comes close to ruining with his well-intentioned but catastrophic misdeeds.

On the male side there is Burgess Meredith, whom you may find difficult to recognize in his remarkable make-up (created by Academy Award-winner William Tuttle) as Elvis' Navajo father plagued by a nagging wife. And, finally, there is Thomas Gomez as the provincial grandpa, who has no use for modern notions and who hasn't put aside the thought of scalping the White Man!

When you get all these preposterous characters together in a wild and woolly western revolving about an experimental Indian rehabilitation project, in which bronc-riding Elvis as cowboy Joe Lightcloud persuades the local congressman to give him 20 heifers and a young bull in order to raise a herd, you've got a movie full of hilarity and slam-bang action from start to finish.

Among memorable scenes in an uninhibited party which Joe Lightcloud throws for his hard-drinking Navajo neighbors and which ends with mayhem, gunshots and a slaughtered bull (mistaken for a cow) which provided the nourishment.

Finally, after a series of comic vicissitudes, when it appears that the family will go to jail for selling government property, Joe saves the day—a day that ends in the biggest disaster of all—thanks, of course, to Joe!

What, no tunes in an Elvis Presley picture? No, it hasn't quite come to that. His legion of song-loving fans will be pacified with the news that he has three new numbers in "Stay Away, Joe." But these lilting songs fit naturally and unobstrusively into the action.

Based on Dan Cushman's best-seller, with the screen play by Michael A. Hoey, the comedy was produced by Douglas Laurence and directed by Peter Tewksbury. They took their location company to the red mountains and colorful canyons of Sedona, where a modern-day Indian reservation was constructed, with more than a hundred Navajos acting in the film to give it authentic atmosphere.

With "Stay Away, Joe," Elvis Presley emerges as an even more ingratiating actor and a knowing comedian. It should win him myriads of additional fans, if there are any left to join the club.

PRESLEY REVEALS EXPERTISE AS RIB-TICKLING ACTOR IN "STAY AWAY, JOE"

Although each of Elvis Presley's motion pictures has been a smashing box-office success, for his latest, "Stay Away, Joe," MGM set a complete change-of-pace.

Constructed by producer Douglas Laurence and director Peter Tewksbury, "Stay Away, Joe" depicts the brawling life of a young, half-Navajo cowboy who makes a mess of every good deed he attempts. Based on Dan Cushman's best-selling novel, it is a rugged, fist-swinging comedy set in today's western U.S.A.

And in it Presley draws his finest supporting cast.

Joan Blondell portrays the local tavern owner whose interest in Elvis is diminished only by her determination to protect her blossoming daughter from the wild cowhand. Saucer-eyed Miss Blondell, who has starred opposite more famous leading men than any other actress on the current scene, shares "Stay Away, Joe" spotlight with Katy Jurado. The latter, who gained prominence in such memorable pictures as "High Noon" and "One-Eyed Jacks," plays the first comedy role of her 101-picture career. She is cast as Presley's invective-spitting stepmother, who craves such status symbols as indoor plumbing.

Two distinguished male stars join Presley and the two ladies on the Panavision-Metrocolor screen. Actor-director Burgess Meredith, newly discovered by the young generation as "Penguin" on the "Batman" TV series, is Presley's Navajo father. Thomas Gomez returns to motion pictures after five years on the legitimate stage to play Elvis' grandfather, who hasn't relinquished the idea of scalping the White Man.

MGM transported this potent package of performers to Sedona, Arizona, for nearly two months of filming among the breathtaking mountains. It marked Presley's first location production in five years.

Most of his pictures have been tailored to his particular talents. "But," explains director Tewksbury, "the star of this film is not Elvis Presley, the singer. He is a solid actor whose performance is going to open a lot of eyes."

The RCA Victor Records artist, who has won more gold records than any other vocalist in the history of show business, usually sings from five to ten numbers in his pictures. "Stay Away, Joe" features only three songs and they fit unobtrusively into the action.

Elvis spends most of his time ducking Miss Blondell's shotgun and Miss Jurado's broom; jumping on the rearing backs of untamed bulls; riding a motorbike at top speed; conning merchants out of their wares; giving the local politicians headaches; and refereeing family fights which he himself has started.

Two bonuses give "Stay Away, Joe" extra sparkle. One is the camerawork of Fred Koenekamp, who devised the unique photography on "The Man from U.N.C.L.E." The other is the make-up wizardy of William Tuttle, the only man in his field ever to be honored with an Academy Award. He even made Burgess Meredith, of Scotch-Irish ancestry, look like a full-blooded Navajo!

CAPTURES ELVIS

Pert and provocative Quentin Dean plays the latest girl in Elvis Presley's movie love life in "Stay Away, Joe," MGM's rugged, rowdy comedy of today's West. The talented young actress recently scored in "The Heat of the Night." Also starring in the new Presley Panavision and Metrocolor attraction are Burgess Meredith, Joan Blondell, Katy Jurado and Thomas Gomez.

Still 1864-58 Stay Away, Joe Mat 1-C

Twenty-five families from the Navajo Reservation near Tuba City traveled to Sedona, Arizona, to lend "atmosphere" to location scenes of MGM's "Stay Away, Joe," starring Elvis Presley, Burgess Meredith, Joan Blondell, Katy Jurado and Thomas Gomez. The families, representing 139 members of the Navajo tribe, appeared in a wild party scene of the contemporary western comedy, in which Elvis makes a striking departure from his past films in the role of a brawling, half-Indian cowboy.

THEY CALL MEREDITH "MR. VERSATILITY"

In show business, Burgess Meredith is known as "Mr. Versatility."

Most recently he played Elvis Presley's Navajo Indian father in MGM's contemporary western comedy, "Stay Away, Joe."

His previous credits include the following:

He was voted "Best Performer" for his Broadway performance in "She Loves Me Not." He has starred in three plays which Maxwell Anderson wrote with Meredith in mind—"Winterset," "High Tor" and "The Star Wagon."

He scored as the school principal in the "Mr. Novak" television series. On Broadway he directed "The Thurber Carnival" and in Los Angeles, Leroi Jones' controversial "The Dutchman."

He has toured the country in "An Evening with Burgess Meredith." This, in addition to roles in more than 25 motion pictures, including "Of Mice and Men," "The Story of G.I. Joe," "The Cardinal," "Madame X" and "Hurry Sundown."

NO PREFERENTIAL TREATMENT FOR ELVIS

In Hollywood, a star on the door entitles a performer to very special treatment. If a star wants it, he generally gets it—whatever "it" might be.

But in no case does this apply less than with Elvis Presley, one of the all-time great movie box-office attractions. Not because the actor-singer couldn't get anything he wanted but simply because he never asks.

"Elvis has what our business calls a great track record," explained Douglas Laurence, producer of Presley's latest MGM picture, "Stay Away, Joe."

"Each of Elvis' 26 released pictures has been a financial success. That's a brilliant achievement. Not only that, he's the youngest living legend in entertainment. So I can think of no one in Hollywood with more right to ask special favors while making a film.

"Elvis is well aware that life is a team effort," the producer continued, "and he didn't learn it in Hollywood. From the time he was old enough, he held down part-time jobs after school to supplement the family income. When he went into the Army, he went as part of a team—as a truck driver—and refused special consideration of any sort.

"As a world-famous personality, Elvis is fully aware of his particular status and I'm sure he enjoys it. But he never shows it. He's always on time, well prepared and works late into the night if necessary. Moreover, he is a friend to everyone on the set, and never forgets a name. I can assure you, that is rare.

"While we were filming 'Stay Away, Joe' on location, he insisted on doing all the rough and dangerous sequences himself, including falling down a cliff, riding a motorbike down a highway at top speed, and engaging in rugged fights. He is one star who doesn't like to be pampered."

Laurence summed it up this way: "Preferential treatment embarrasses Elvis."

THE ADDITIONAL SCENE AND PLAYER MATS, SHOWN IN THE COMPLETE CAMPAIGN MAT ON ANOTHER PAGE, MAY BE ORDERED SINGLY.

JOAN BLONDELL PLAYS PRESLEY'S GUN-TOTING NEMESIS IN "STAY AWAY, JOE"

The name of Joan Blondell conjures up a montage of images—Joan Blondell opposite James Cagney, opposite Humphrey Bogart, Clark Gable, John Garfield, Edward G. Robinson, Dick Powell, Steve McQueen—in fact, opposite every important male screen star since the early 1930's.

And now, she co-stars with one of filmdom's all-time top personalities, Elvis Presley, in MGM's "Stay Away, Joe."

Joan Blondell, as the hilarious mother who doesn't hesitate to use firearms to keep an overardent Elvis Presley away from her teen-age daughter in MGM's "Stay Away, Joe," rowdy comedy set in today's West. Quentin Dean plays the man-chasing daughter, with the all-laugh cast also starring Burgess Meredith, Katy Jurado and Thomas Gomez. In Panavision-color.

Still 1864-53 Stay Away, Joe Mat 1-B

And it's a role right up Joan Blondell's alley. In the rugged, contemporary western comedy she is seen as Glenda, a tavern owner and Elvis' former flame, determined to protect her blossoming daughter from the pitfalls she herself knows so well.

And in doing so, she chases cowhand Presley all over the country with a shotgun!

The blonde, saucer-eyed actress has gracefully stepped from ingenue to leading lady to character portrayer without relinquishing her star status. Just as when a generation of movie fans fell hopelessly in love with her, Joan can still be a wisecracking tart in one film, musically appealing in another and dramatically compelling in the next.

Her career is carved from the stuff that makes a good movie script. Her father was the original Katzenjammer Kid, and his wife, Kathryn, and children, Joan, Gloria and Edward, comprised the supporting cast of their vaudeville act. They were together continuously, playing every theatre circuit and touring Australia and the Orient until the demise of vaudeville in 1928. To such a degree did the Blondells get around that Joan's fifth birthday was the first she celebrated in the United States.

The Blondells were in Texas when the final curtain fell on their act. Joan headed for Broadway and a try at the chorus of "The Ziegfeld Follies." No luck. Then, after several minor stage roles, she scored in a resounding hit, "Penny Arcade."

Hollywood sat up and took notice. Warner Brothers bought the play for a movie under the condition that Joan Blondell and another member of the cast, a young Irishman named James Cagney, sign up with the studio as contract players.

When she went out to Hollywood, it marked Joan's 260th cross-country trip. Movie stardom was almost instantaneous. She was a new type, wildly talented and wildly applauded wherever her films were shown.

Joan Blondell's name has appeared in lights ever since—and in a staggering total of 86 motion pictures!

Not Even Broken Bones Could Keep Her Away!

So eager was two-time Oscar-nominated Mexican actress Katy Jurado to appear with Elvis Presley in MGM's western comedy, "Stay Away, Joe," that she neglected to inform either producer Douglas Laurence or director Peter Tewksbury that she had broken some bones in her foot in an accident a few days before filming was to begin.

Instead, she prematurely removed the cast surrounding the foot and explained the limp as being part of her characterization as Presley's spitfire Navajo Indian stepmother.

And Miss Jurado got away with it!

NO MORE WEEPING FOR KATY JURADO

"Movie audiences should sometimes be allowed to sit on pink clouds," declares Katy Jurado. "In this time of so many personal tears I don't want to be entertained by *more* tears."

That is why the two-time Oscar-nominated Mexican actress likes her latest picture more than any of the previous hundred films in which she has starred. MGM's "Stay Away, Joe" is her first comedy.

"I have had the privilege of being in some of the finest motion pictures ever made," she says, "including 'High Noon' 'Broken Lance' and 'One-Eyed Jacks.' But from the beginning of my acting career I have wanted to do comedy. No one offered me one before this."

When producer Douglas Laurence and director Peter Tewksbury began preparing "Stay Away, Joe" as a vehicle for Elvis Presley, they resolved to assemble an ace cast to fill the off-beat roles in the contemporary western comedy. But the pivotal role of Annie Lightcloud, Presley's Mexican-Indian, invective-spewing but loveable stepmother, was a challenge for the filmmakers. Miss Jurado, 33 times honored for her performances in movies, television and on stage, provided the answer.

"I read the script," she relates, "and it made me laugh out loud. So I accepted it immediately!"

WHEN GIRL-CHASER MEETS MAN-CHASER

Elvis Presley, hell-bent for love and laughs, meets man-chasing Quentin Dean in "Stay Away, Joe," MGM's rugged, rowdy comedy set in today's West. Burgess Meredith, Joan Blondell, Katy Jurado and Thomas Gomez are others in the stellar cast of the new Panavision and Metrocolor attraction. Peter Tewksbury directed.

Still 1864-34 Stay Away, Joe Mat 2-C

JOE POSITIVELY WOULDN'T STAY AWAY!

Where's there's Elvis Presley, there's love-making and Quentin Dean is the object of his affections in "Stay Away, Joe," MGM's rugged, rowdy comedy set in today's West. Burgees Meredith, Joan Blondell, Katy Jurado and Thomas Gomez also star in the all-laugh cast of the new Panavision and Metrocolor attraction.

Still 1864-19 Stay Away, Joe Mat 2-B

BURGESS MEREDITH RUNS A GAMUT FROM "PENGUIN" TO PRESLEY'S INDIAN "PA"

Burgess Meredith is celebrated as a sensitive interpreter of Maxwell Anderson, James Thurber and Samuel Beckett. But it is one of his more lightweight endeavors which makes him the target of young autograph collectors.

For Meredith, one of the most respected actor-directors of the American stage, is also that kooky, campy TV character known as "The Penguin," batman's hottest foe. And he now adds another zany characterization to his list with MGM's "Stay Away, Joe," in which he co-stars with Elvis Presley. Meredith plays Presley's Indian father in the contemporary western comedy.

The picture boasts a topnotch cast. In addition to Meredith, Joan Blondell, Katy Jurado and Thomas Gomez, all award-winning performers, surround Elvis, who is cast as a half-Indian cowboy whose good deeds invariably reek havoc.

Distinguished stars notwithstanding, "Stay Away, Joe" is out-and-out comedy. How does Meredith reconcile his work in serious theatre with such an assignment?

"I can't," he admits. "They're irreconcilable. If, like many of my friends, I did only art films or Shakespeare I might have a more dignified reputation. But I don't worry about that. I like to try my hand at everything.

"Besides," he adds slyly, "I find amusement in defying the caste system and jumping boundaries."

He doesn't jump. He leaps. Since the day, some 25 years ago, when a leading critic wrote, "Burgess Meredith is the most thrilling young actor of his day," he has created an enviable record.

He was voted "Best Performer" for his Broadway performance in "She Loves Me Not." He has starred in three plays which Maxwell Anderson wrote with Meredith in mind—"Winterset," "High Tor" and "The Star Wagon." He scored as the school principal in the "Mr. Novak" television series. On Broadway he directed "The Thurber Carnival" and in Los Angeles, Leroi Jones' controversial plays, "The Dutchman" and "The Toilet." And he has toured the country with his highly-praised "An Evening with Burgess Meredith."

This, in addition to roles in more than 25 motion pictures, including "Of Mice and Men," "The Story of G.I. Joe," "The Cardinal," "Madame X" and "Hurry Sundown."

His future plans include directing the world premiere of Paddy Chayevsky's new play, "The Latent Heterosexual," at Dallas' Frank Lloyd Wright Theatre. He is also working with Christopher Isherwood on a musical version of "Dog Beneath the Skin" and hopes to co-produce an "Evening of Samuel Beckett" in America.

But just as people begin to conclude that Meredith is a "highbrow" he will pop up in another picture like "Stay Away, Joe."

His explanation: "I am a man moved by the rhythms of his time."

WELL, WE ALL CAN'T LOOK LIKE ZSA ZSA!

For her role as Elvis Presley's Navajo Indian stepmother in MGM's modern western comedy, "Stay Away, Joe," Katy Jurado did what few leading ladies would dream of doing.

She ate constantly in an effort to add a pound a day to her frame. Twenty-two days and twenty-two pounds later she arrived in Sedona, Arizona, to begin her role as an Indian woman who craves such status symbols as indoor plumbing.

Why the added poundage?

Miss Jurado gave her explanation: "Reservation Indians are warm, wonderful people but they do not look like Zsa Zsa Gabor!"

CAST

Joe Lightcloud	Elvis Presley
Charlie Lightcloud	Burgess Meredith
Glenda Callahan	Joan Blondell
Annie Lightcloud	Katy Jurado
Grandpa	Thomas Gomez
Hy Slager	Henry Jones
Bronc Hoverty	L. Q. Jones
Mamie Callahan	Quentin Dean
Mrs. Hawkins	Anne Seymour
Congressman Morrissey	Douglas Henderson
Lorne Hawkins	Angus Duncan
Frank Hawk	Michael Lane
Mary Lightcloud	Susan Trustman
Hike Bowers	Warren Vanders
Bull Shortgun	Buck Kartalian
Connie Shortgun	Maurishka
Marlene Standing Rattle	Caitlin Wyles
Billie-Jo Hump	Marya Christen
Jackson He-Crow	Del "Sonny" West
Little Deer	Jennifer Peak
Deputy Sheriff Hank Matson	Brett Parker
Orville Witt	Michael Keller

Produced by Douglas Laurence. Directed by Peter Tewksbury. Screen Play by Michael A. Hoey. Based on the Novel by Dan Cushman. Music Score by Jack Marshall. Director of Photography: Fred Koenekamp, A.S.C. Filmed in Panavision. Metrocolor. Art Directors: George W. Davis and Carl Anderson. Set Decoration: Henry Grace, Don Greenwood, Jr. Unit Production Manager: William R. Finnegan. Film Editor: George W. Brooks. Assistant Director: Dale Hutchinson. Vocal Backgrounds by The Jordanaires. Recording Supervisor: Franklin Milton. Assistant to Producer: Michael A. Hoey. Make-Up by William Tuttle. Hair Styles by Sydney Guilaroff. Presented by Metro-Goldwyn-Mayer.

STARS WITH ELVIS

Elvis Presley with glamorous Susan Trustman in "Stay Away, Joe," MGM's rugged, rowdy comedy of today's West. Miss Trustman, star of TV's "Another World" series, makes her motion picture debut in the new Panavison and Metrocolor attraction, also starring Burgess Meredith, Joan Blondell, Katy Jurado and Thomas Gomez.

Still 1864-72 Stay Away, Joe Mat 1-D

While Joan Blondell's 18 pieces of jewelry in MGM's "Stay Away, Joe" are valued at only $23,000, Katy Jurado finds it impossible to calculate the value of the baubles she wears in the contemporary western comedy, starring Elvis Presley. One necklace was a gift from Spencer Tracy, and the other from John Wayne. Gary Cooper gave Miss Jurado the earrings she dons in "Stay Away, Joe." And, for a final touch of elegance, she wears a treasured ring given her by Broadway stage star Helen Hayes.

METRO-GOLDWYN-MAYER
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ELVIS PRESLEY

BURGESS MEREDITH

JOAN BLONDELL

KATY JURADO

THOMAS GOMEZ

STAY AWAY, JOE

**Elvis goes West...
and the West goes wild
and that's no Sitting Bull!**

**He's an "In" Indian
who prefers necking
to scalping!**

MGM

Screenplay by MICHAEL A. HOEY · Directed by PETER TEWKSBURY · Produced by DOUGLAS LAURENCE

Hear Elvis Sing "Stay Away Joe" on RCA Victor Records

PANAVISION® AND METROCOLOR

THEATRE

Ad No. 407—448 Lines (4 Cols. x 112 Lines)

**Elvis is kissin' cousins again-
and also friends,
friends of friends,
and even
some perfect
strangers!**

METRO-GOLDWYN-MAYER presents

ELVIS PRESLEY

BURGESS MEREDITH · JOAN BLONDELL

KATY JURADO · THOMAS GOMEZ

STAY AWAY, JOE

Screenplay by MICHAEL A. HOEY · Directed by PETER TEWKSBURY · Produced by DOUGLAS LAURENCE

Hear Elvis Sing "Stay Away Joe" on RCA Victor Records

PANAVISION® AND METROCOLOR MGM

THEATRE

Ad No. 309—200 Lines (3 Cols. x 66 Lines)

METRO-GOLDWYN-MAYER
presents

ELVIS PRESLEY

BURGESS MEREDITH

JOAN BLONDELL

KATY JURADO

THOMAS GOMEZ

STAY AWAY, JOE

**Elvis is kissin' cousins again-
and also friends, friends of friends,
and even some perfect strangers!**

He's playing Indian-but he doesn't say "How," he says "When"!

MGM

Screenplay by MICHAEL A. HOEY · Directed by PETER TEWKSBURY · Produced by DOUGLAS LAURENCE ·

Hear Elvis Sing "Stay Away Joe" on RCA Victor Records

PANAVISION AND METROCOLOR

THEATRE

Ad No. 406—540 Lines (4 Cols. x 135 Lines)

Elvis is kissin' cousins again- and even some perfect strangers!

MGM
presents

ELVIS PRESLEY

BURGESS MEREDITH · JOAN BLONDELL
KATY JURADO · THOMAS GOMEZ

STAY AWAY, JOE

PANAVISION AND METROCOLOR

THEATRE

Ad No. 207—100 Lines (2 Cols. x 50 Lines)

**Elvis goes West...
and the West goes wild**

MGM
presents

ELVIS PRESLEY

BURGESS MEREDITH · JOAN BLONDELL
KATY JURADO · THOMAS GOMEZ

STAY AWAY, JOE

PANAVISION AND METROCOLOR

THEATRE

Ad No. 111—75 Lines

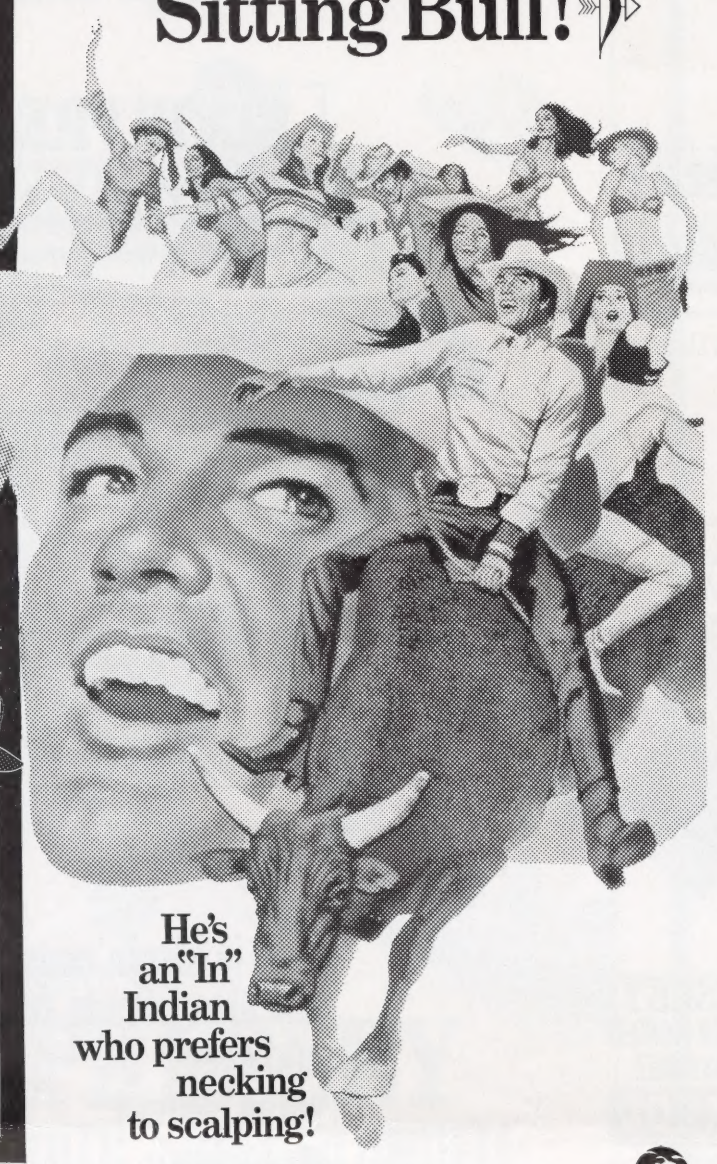
Elvis goes West... and the West goes wild and that's no Sitting Bull!

METRO-GOLDWYN-MAYER
presents

ELVIS PRESLEY

BURGESS MEREDITH
JOAN BLONDELL
KATY JURADO
THOMAS GOMEZ

STAY AWAY, JOE



He's an "In" Indian who prefers necking to scalping!

MGM

Screenplay by MICHAEL A. HOEY · Directed by PETER TEWKSBURY · Produced by DOUGLAS LAURENCE

Hear Elvis Sing "Stay Away Joe on RCA Victor Records

PANAVISION™ AND METROCOLOR

THEATRE

Ad No. 307—400 Lines (3 Cols. x 133 Lines)

Elvis is kissin' cousins again- and even some perfect strangers!

MGM presents

ELVIS PRESLEY

STAY AWAY, JOE

PANAVISION™ AND METROCOLOR

THEATRE

Ad No. 113—43 Lines

Elvis is kissin' cousins again- and even some perfect strangers!

MGM presents

ELVIS PRESLEY

BURGESS MEREDITH
JOAN BLONDELL
KATY JURADO
THOMAS GOMEZ

STAY AWAY, JOE

PANAVISION™ AND METROCOLOR

THEATRE

Ad No. 110—100 Lines

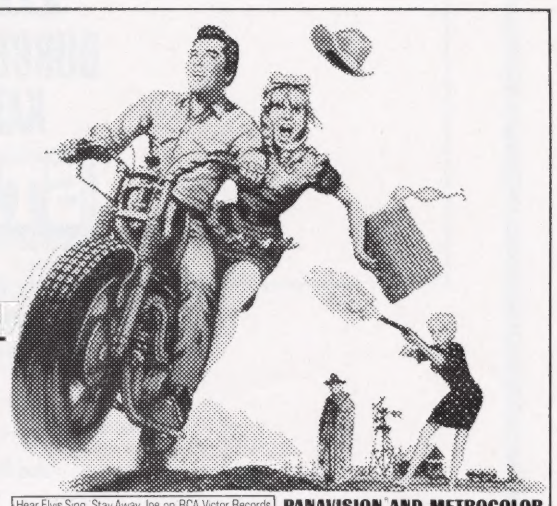
Elvis is kissin' cousins again- also friends, and even some perfect strangers!

METRO-GOLDWYN-MAYER presents

ELVIS PRESLEY

BURGESS MEREDITH · JOAN BLONDELL
KATY JURADO · THOMAS GOMEZ

STAY AWAY, JOE



Screenplay by MICHAEL A. HOEY · Directed by PETER TEWKSBURY · Produced by DOUGLAS LAURENCE

Hear Elvis Sing "Stay Away Joe on RCA Victor Records

PANAVISION™ AND METROCOLOR

MGM

THEATRE

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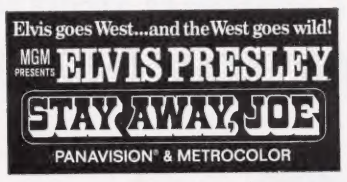
COMPLETE CAMPAIGN MAT

All of These Ad and Scene Cuts On One Mat

Ad No. 114—28 Lines



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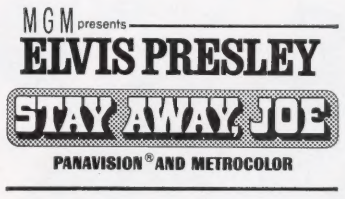
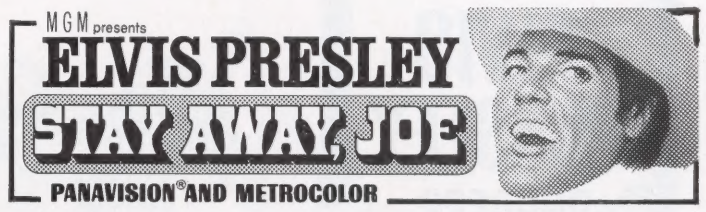
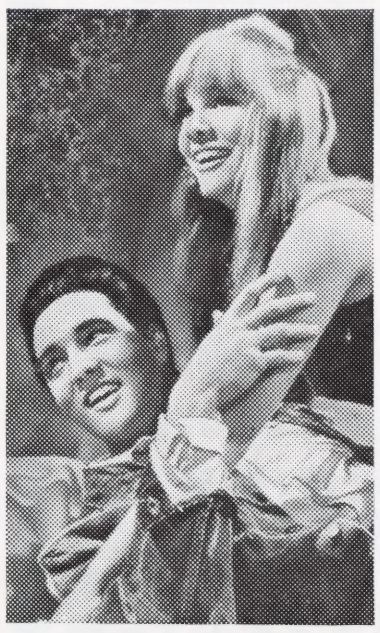


Ad No. 115—14 Lines



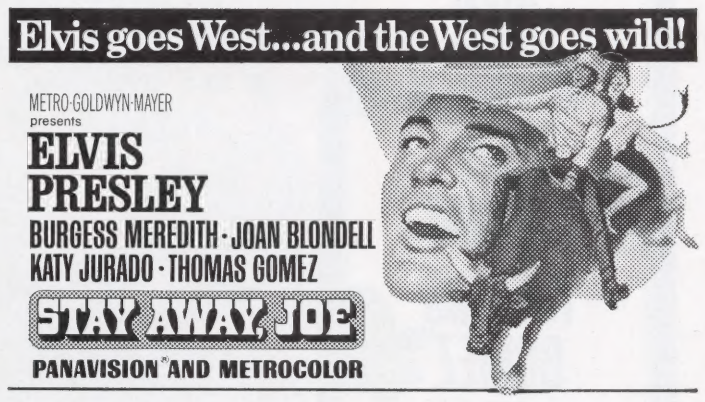
Ad No. 209—28 Lines (2 Cols. x 14 Lines)



It's love, laughs and plenty of rowdy action in "Stay Away, Joe," with Elvis Presley and Quentin Dean in the romantic leads. MGM's new comedy, set in today's West, also stars Burgess Meredith, Joan Blondell, Katy Jurado and Thomas Gomez. In Panavision-color.

Mat 1-A

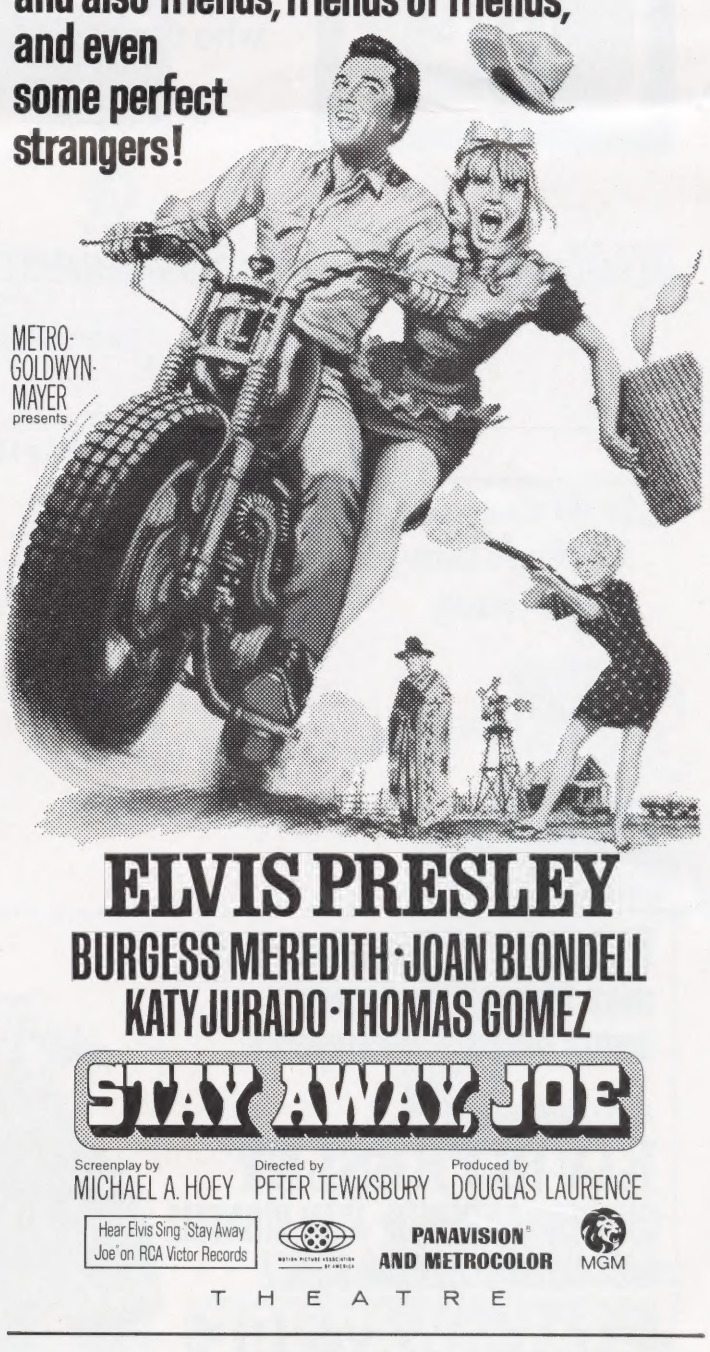
Ad No. 112—50 Lines



Ad No. 208—56 Lines (2 Cols. x 28 Lines)

A vigilant Joan Blondell steers her teen-age daughter, Quentin Dean, away from an over-amorous Elvis Presley in "Stay Away, Joe," MGM's rugged, rowdy comedy set in today's West. Burgess Meredith, Katy Jurado and Thomas Gomez also star in the all-laugh cast of the new Panavision and Metrocolor attraction.

Mat 2-D



Ad No. 206—200 Lines (2 Cols. x 100 Lines)

COMPOSITE AD AND PUBLICITY MAT

SPECIAL MAT NO. 1

Individual Mats Pictured Above May be Ordered Singly (By Numbers Indicated) At Regular Prices From NATIONAL SCREEN SERVICE

Elvis is kissin' cousins again- and also friends, friends of friends, and even some perfect strangers!

He's playing Indian-but he doesn't say "How," he says "When!"

METRO-GOLDWYN-MAYER presents

ELVIS PRESLEY

BURGESS MEREDITH · JOAN BLONDELL
KATY JURADO · THOMAS GOMEZ

STAY AWAY, JOE

Screenplay by MICHAEL A. HOEY · Directed by PETER TEWKSBURY · Produced by DOUGLAS LAURENCE

PANAVISION® AND METROCOLOR

MGM

Hear Elvis Sing "Stay Away Joe" on RCA Victor Records

STARTS WEDNESDAY

Ad No. 301A—400 Lines (3 Cols. x 133 Lines)

NEW DISPLAY ITEMS FROM NATIONAL SCREEN

HI-RISE STANDEE
(Illustrated at left)

HI-RISE STANDEE.....$9.95
EXTENSION POLE.....$1.50

DAY-GLO TITLE DISPLAY
(Illustrated below)

Contact your National Screen Service Exchange Manager for rates.

LIVE RADIO ANNOUNCEMENTS

60 SECOND SPOT

Elvis goes West and the West goes wild in MGM's "STAY AWAY, JOE" . . . starring Elvis Presley. That swinger of song is on the love-path and the war-path as the West's most "In" Indian! He doesn't say "*HOW*" . . . He says "*WHEN.*" See Elvis whoop it up—live it up—and sing it up—as he sends up smoke signals with every mini-skirted squaw in his tribe! "STAY AWAY, JOE" is his newest, most different, most romantic adventure, co-starring Burgess Meredith as the tribe's most hen-pecked pigeon . . . Katy Jurado whose tongue is sharper than her tomahawk . . . Joan Blondell who runs for her rifle when Elvis runs for her daughter . . . and Thomas Gomez an Indian who's 89 years old and still needs his security blanket! Yes, Elvis is kissing cousins again—and also friends, friends of friends, and even some perfect strangers! See Elvis Presley fracture the frontier and the funny-bone in MGM's "STAY AWAY, JOE" . . . In Panavision and Metrocolor!

30 SECOND SPOT

Elvis is kissing cousins again—and also friends, friends of friends, and even some perfect strangers in MGM's "STAY AWAY, JOE" . . . starring Elvis Presley, Burgess Meredith, Katy Jurado, Joan Blondell and Thomas Gomez! That swinger of song is on the love-path and the war-path as the West's most "In" Indian! He even prefers "necking" to scalping. See Elvis Presley fracture the frontier and the funnybone in MGM's "STAY AWAY, JOE" . . . Panavision and Metrocolor!

BOXOFFICE BOOSTERS

THE NAME'S THE SAME?

The name 'Elvis' is fairly unusual. Send an item to your paper announcing that anyone with that name will be your guest of honor on opening day—eat a good lunch or dinner at your expense beforehand, and then come in to see the picture. Send the same announcement to high school and college papers in the area.

"PRESLEY" PARTY

Tie in with a local radio station on sponsorship of a "Presley Party," to be held at the theatre before show time. One of the station's prominent disc jockeys would be on hand to play Presley recordings on a turn-table, meet Presley fans, answer questions about pop music, give away Presley photos. The station should, of course, give the event substantial advance publicity on the air.

MUSICAL ADVERTISEMENT

You might arrange for a small musical group to perform on a flat-bed truck that slowly moves around town. Signs would herald your show. Or a single fellow or girl playing a guitar, saxophone, etc., could perform in the same function from a bannered convertible. This is always an effective way of making sidewalk crowds stop and look, and there should be excellent pay-off.

GIRLS BRING THEIR GRANDMOTHERS

Here's a stunt you want to aim for press, radio and television attention! Announce that you want to introduce Presley to some of the older generation who have heard about the star but never seen him. For one show, admit as theatre guests girls and grandmothers who come together.

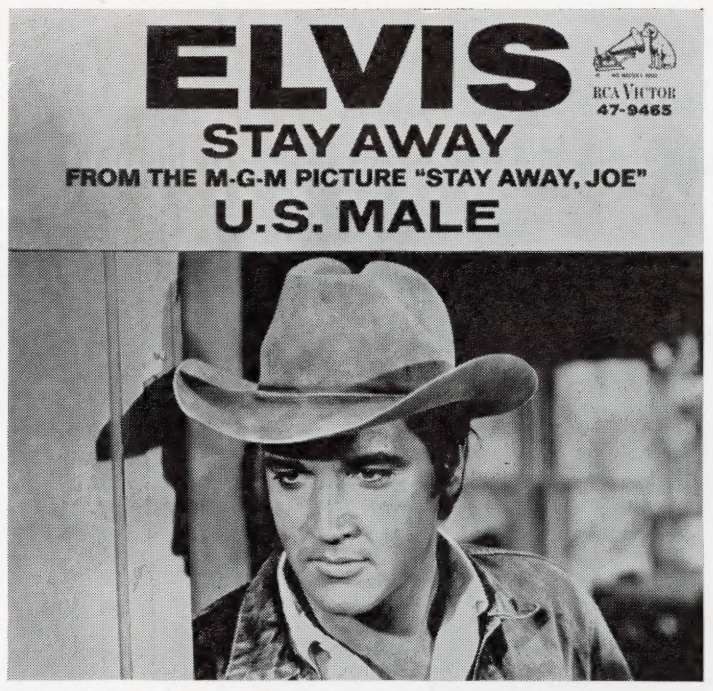
Some of the oldsters who attend and get their first exposure to the Presley charm and pop music should make excellent photo and interview material. Be sure to alert papers and radio-television in advance so that they can plan to cover. Photo possibilities are numerous: a group of white haired grandmothers posed around a blow-up of Presley, etc.

STREET BALLY

"Stay Away, Joe" centers around a champion bull, so borrow a small heifer and lead it around town with a sign reading . . . . "This ain't no bull . . . . Elvis Presley goes Western in "STAY AWAY, JOE" . . . . etc.

■

CONTACT RCA VICTOR FOR STRONG SUPPORT ON "STAY AWAY" SINGLE



Elvis Presley is one of RCA Victor's top recording artists, and music dealers know that any new Presley single sings a song of dollars at the cash register and radio time. Work with dealers and other record outlets on displays geared to "STAY AWAY, JOE." This potentially smash best seller is invaluable in drumming up excitement for your local engagement.

START SPREADING THE WORD:

- CONTACT your RCA Victor Record distributor and initiate your town's "See-the-film; hear the music, campaign" with the co-operative advertising and publicity announcements.
- DISTRIBUTE copies of the records to your area media personalities, make sure your town's juke box suppliers are using the STAY AWAY, JOE music in their machines.
- PLAY the soundtrack over your theatre's public address system during intermission; promote a quantity for an opening-day give-away promotion.
- PREPARE a special music herald for your playdate, sharing the costs with record retailers in exchange for copy about the records.
- MAKE SURE all record outlets receive stills, one-sheets, admats, and other pressbook material for a store-wide Elvis Presley STAY AWAY, JOE Sale.

RCA RECORD MANAGERS

Mr. J. Paone
RTA Distributors, Inc.
991 Broadway
Albany, New York 12204

Mr. S. A. Wallace
RCA Distributing Corp.
1500 Marietta Blvd., N. W.
Atlanta, Ga. 30302

Mr. L. Pyle
D & H Distributing Co.
2025 Worcester St.
Baltimore, Md. 21230

Mr. J. Oblander
Interstate Distributing Co.
457 Daniels,
Billings, Mont. 59102

Mr. T. Cavanagh
The Eastern Company
620 Memorial Drive
Cambridge, Mass. 02139

Mr. H. F. Fesperman
Southern Radio Corp.
1625 W. Morehead St.
Charlotte, N. C. 28208

Mr. I. Brusso
RCA Victor Distr. Corp.
424 E. Howard Street
Des Plaines, Ill. 60018

Mr. D. Wheeler
Ohio Appliances, Inc.
7624 Reinhold Drive
Cincinnati, Ohio 45237

Mr. J. Simone
Main Line Cleveland, Inc.
1260 E. 38th St.
Cleveland, Ohio 44114

Mr. D. Eisenlohr
Adleta Company, Inc.
1914 Cedar Springs Ave.
Dallas, Texas 75201

Mr. R. Davis
Ward Terry & Company
Box 869
Denver, Colo. 80201

Mr. D. J. MacDonald
RCA Distributing Corp.
7400 Intervale Avenue
Detroit, Mich. 48238

Mr. A. Sack
Eastco, Inc.
95 Leggett Street
East Hartford, Conn. 06108

Mr. D. Press
D & H Distributing Co.
P.O. Box 1967
Harrisburg, Pa. 17105

Mr. H. Venegas
Radio-TV Corp.
RCA Record Dept.
432 Keawe Street
Honolulu, Hawaii 96812

Mr. W. Whitehead
Art Jones & Company, Inc.
P.O. Box 27
Houston, Texas 77001

Mr. L. Jenks
Associated Distr. Inc.
210 S. Meridian Street
Indianapolis, Ind. 46225

Mr. G. Karwoski
RCA Distributing Corp.
Old Santa Fe Trail, 102nd St.
Shawnee Mission,
Kansas 66215

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McClung Appliances
P.O. Box 3266
Knoxville, Tenn. 37917

Mr. D. G. Pearce
RCA Distributing Corp.
6051 Telegraph Road
Los Angeles, Calif. 90022

Mr. C. Smith
McDonald Brothers Co., Inc.
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Memphis, Tenn. 38102

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Sea Coast Appliance Distr.
P.O. Box 546
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Milwaukee, Wis. 53212

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7600 Wayzata Blvd.
Minneapolis, Minn. 55426

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428 Elizabeth Avenue
Newark, N. J. 07112

Mr. M. Munch
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5500 Jefferson Highway
New Orleans, La. 70123

Mr. P. Silverman
Bruno-New York, Inc.
460 West 34th Street
New York, New York 10001

Mr. C. Ball
Dulaney's
100 N. W. 44th Street
Oklahoma City, Okla. 73118

Mr. R. Woodard
Sidles Company
7302 Pacific Street
Omaha, Nebr. 68114

Mr. P. Knowles
Raymond Rosen & Co., Inc.
51st Street & Parkside Ave.
Philadelphia, Pa. 19131

Mr. M. Locker
Hamburg Brothers, Inc.
Office Building
24th & A.V.R.R.
Pittsburgh, Pa. 15222

Mr. V. Harry Mooradian
Commercial Distributors
50 Diamond Street
Portland, Me. 04100

Mr. H. Salvus
North Pacific Supply Co., Inc.
2950 N. W. 29th Avenue
Portland, Ore. 97210

Mr. R. Davis
Huish Distributing Co.
2525 South 8th West,
P.O. Box 15038
Salt Lake City, Utah 84115

Mr. J. J. Schneider
The Perry Shankle Co.
1801 South Flores St.
San Antonio, Texas 78206

Mr. M. B. Kirk
Calectron
460 Talbert Avenue
Daly City, Cal. 94014

Mr. W. Tolles
Fidelity Electric Co., Inc.
5301 Shilshole Avenue
Seattle, Wash. 98107

Mr. R. N. Decker
Interstate Supply Co.
Record Div.
2218 S. Jefferson St.
St. Louis, Mo. 63104

Mr. O. Dachs
Morris Distributing Co.
1153 W. Fayette Street
Syracuse, N. Y. 13201

Mr. George Nesline
D & H Distributing, Inc.
2500 Schuster Drive
Cheverly, Md. 20781

RCA PROMOTION MEN

Mr. Augie Blume
RCA Record Division
120 So. Riverside Plaza
Suite 1400
Chicago, Illinois 60606

Mr. Harold Childs
2235 West Thompson Street
Philadelphia, Pa. 19121

Mr. Harvey Cooper
Radio Corp. of America
20830 Rutland
Southfield, Michigan 48075

Mr. Chuck Meyer
Radio Corp. of America
6363 Sunset Blvd.
Hollywood, California 90028

Mr. Stan Monteiro
P.O. Box 1183
Saugus, Mass. 01906

Mr. W. Patterson
36 West 49th Street
New York, New York 10020

Mr. J. Del Medico
Raymond Rosen & Co., Inc.
51st Street & Parkside Ave.
Philadelphia, Pa. 19131

RCA FIELD SALES REPRESENTATIVES

Mr. F. J. O'Donnell
Radio Corp. of America
36 West 49th Street
New York, N. Y. 10020

Mr. C. Hall
c/o The Eastern Co.
620 Memorial Drive
Cambridge, Mass. 02139

Mr. J. Trifero
304 Rocky Rapids Road
Stamford, Conn. 06903

Mr. J. Dill
8 Victoria Drive
Guilderland, N. Y. 12084

Mr. P. Sklar
2100 Tremont Street
Philadelphia, Pa. 19115

Mr. V. T. Blando
Radio Corp. of America
RCA Building
14 Executive Park Drive, N.E.
Atlanta, Ga. 30329

Mr. J. Bego
Elmwood Plantation Apts.
6805 Veterans Highway
Apt. No. 16F
Metairie, La. 70003

Mr. R. Holt
Radio Corp. of America
RCA Building
14 Executive Park Drive, N.E.
Atlanta, Ga. 30329

Mr. T. McCusker
3234 Darbyshire Drive
Dallas, Texas 75229

Mr. R. S. Krueger
RCA Record Division
Gateway 11 Bldg.
120 S. Riverside Plaza
Suite 1400
Chicago, Illinois 60606

Mr. R. King
4940 Marchwood Drive
St. Louis County, Mo. 63128

Mr. J. Nadeau
1320 West 73rd Street
Minneapolis, Minn. 55423

Mr. T. Potter
c/o J. Weiner
Ohio Appliances, Inc.
7624 Reinhold Drive
Cincinnati, Ohio 45237

Mr. M. Spence
1072 Pinewood Circle
Lyndhurst, Ohio 44124

Mr. W. E. Graham
Radio Corp. of America
6363 Sunset Blvd.
Hollywood, Calif. 90028

Mr. W. Baker
Radio Corp. of America
6363 Sunset Blvd.
Hollywood, Calif. 90028

Mr. R. Maxwell
RCA Records
c/o Calectron
460 Talbert Avenue
Daly City, Calif. 94014

Mr. C. Rice
Radio Corp. of America
6363 Sunset Blvd.
Hollywood, Calif. 90028

AUDIO-VISUAL ACCESSORIES

THEATRE TRAILER

The excitement, color and musical verve of STAY AWAY, JOE are captured in this trailer. Order from National Screen Service.

TELEVISION TRAILERS

Presley's appeal and the songs and action of STAY AWAY, JOE come through with real impact in these COLOR T.V. trailers. In 60 and 20 second lengths. Contact MGM Field Press Representative.

RADIO E.T.'s

Skillfully put together to fire the listener's imagination, these spots pack a lot of selling power. Check your MGM Field Press Representative.

RADIO CONTESTS

PRESLEY PICTURES...

STAY AWAY JOE is Elvis Presley's 27th film. By playing a famous or a title song from past films, radio listeners can be asked to call or write in answers to question about the title of the film, Presley's co-stars, and other details.

PRESLEY DOUBLES..

For a switch on the look-alike contests, try a sound-alike contest. Many of today's singers sound like Presley—try a contest to see if listeners can tell them apart. Or, have listeners call in to sing a Presley song they know, to see who in your town sounds most like Elvis.

PRESLEY GOLD...

Forty-four of Presley's recordings have been "Gold"—records having sold at least a million apiece. Using the "Elvis Presley's Gold Hits" album from RCA-Victor, listeners can be asked to identify the gold records from a snatch of the whole record. Or, listeners can be played a mixture of over and under-a-million-seller records, being asked to identify the gold records from the group.

TITLE SCRAMBLE...

Since Elvis has been in twenty-seven movies, a gimmicky idea for a radio contest would be to scramble the names of his attractions for the listeners to decipher. The scramble could be on a 45 second tape. An example of this would be . . . TENDER . . . . TROUBLE . . . . LAS . . . . . JAILHOUSE . . . . HAPPY . . . . ROCK ("Love Me Tender," "Double Trouble," "Viva Las Vegas," "Girl Happy," "Jailhouse Rock"). Albums and guest tickets to "Stay Away, Joe" could be awarded to the postcards with the most correct titles.

PHOTO CONTEST

Invite girls to submit for judging snapshots of their boy friends "wearing the expression that most reminds me of Elvis Presley." Photos can be deposited in a box in your theatre lobby after each girl has written her name and address on the back of the snapshot she submits. A pair of guest tickets are awarded to ten winners. Have your lobby sign advertising the contest, state that no snapshots can be returned—this is to prevent any situation arising from lost submissions.

If your local paper is promotion minded, it might want to carry some of the different photos daily as a "teen" feature. Retail stores selling film could cross-plug the contest in their windows.

■

POSTERS and LOBBY CARDS

ORDER ALL ACCESSORIES DIRECTLY FROM NATIONAL SCREEN

6-SHEET

1-SHEET

3-SHEET

WINDOW CARD

INSERT CARD

22 x 28 CARD

BANNERS and VALANCES
(Manufactured by NATIONAL FLAG & DISPLAY CO.)

DE-LUXE SECTIONAL VALANCE	— $21.50 each
3-PIECE STREAMER	— $21.50 each
USHER BADGES	— 50c each

ORDER DIRECTLY FROM IN U.S.A.
NATIONAL SCREEN SERVICE
IN CANADA
CONSOLIDATED THEATRE SERVICES
120 Wellington St. W., Toronto

MOTION PICTURE ASSOCIATION OF AMERICA

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Printed in U.S.A.

When Elvis moves in, her mother moves her out in MGM's fun-fest of the old West!

ELVIS CHASES ALL THE GIRLS IN MGM'S CONTEMPORARY WESTERN COMEDY, "STAY AWAY, JOE" .

Elvis is kissin' cousins again- and also friends, friends of friends, and even some perfect strangers!

He's playing Indian- but he doesn't say "How," he says "When"!

METRO-GOLDWYN-MAYER presents

ELVIS PRESLEY

co-starring

BURGESS MEREDITH · JOAN BLONDELL · KATY JURADO · THOMAS GOMEZ

STAY AWAY, JOE

Screenplay by MICHAEL A. HOEY · Directed by PETER TEWKSBURY · Produced by DOUGLAS LAURENCE

Hear Elvis Sing 'Stay Away Joe' on RCA Victor Records

PANAVISION AND METROCOLOR

BUILD YOUR BOXOFFICE WITH THESE HERALDS

$7.50 Per Thousand, F.O.B. Plant

Imprinted at following prices

First 1,000 ..... $5.00
Added thousands, $3.50 Per thousand
Over 4,000 $3.00 Per thousand
Folding—$2.00 Per thousand
Shipping—by Parcel Post Special.

Rush Your Order Direct to

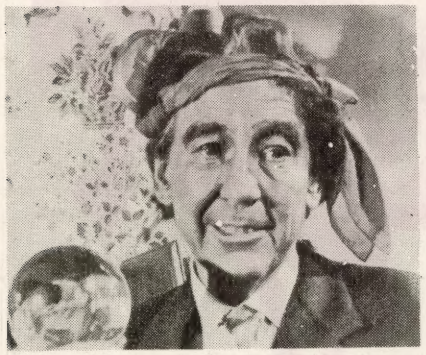
HARRY K. McWILLIAMS ASSOCIATES
151 LAFAYETTE ST., N. Y., N. Y. 10013

212-925-5013 for Rush Orders

Elvis goes West... and the West goes wild and that's no Sitting Bull!

He's an "In" Indian who prefers necking to scalping!

When Elvis runs for her daughter, she runs for her rifle!



TV's famed "Penguin" ...as the tribe's most hen-pecked pigeon!

Hear Elvis Sing "Stay Away Joe" on RCA Victor Records

PANAVISION™ AND METROCOLOR

METRO-GOLDWYN-MAYER
presents

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BURGESS MEREDITH

JOAN BLONDELL

KATY JURADO

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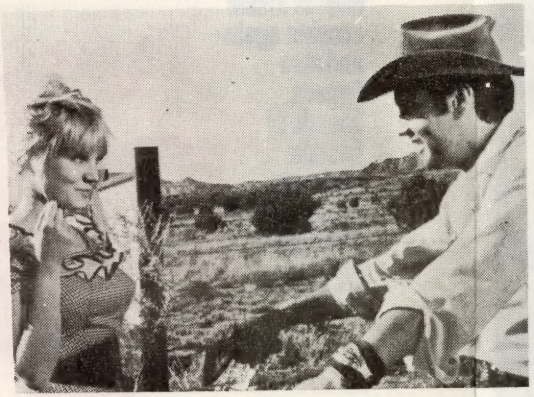

Marry me? Elvis gets chased by a not-too-bright teenager (Quentin Dean) in modern western comedy.

Elvis Presley and L.Q. Jones are buddies on the indian reservation in MGM's new, wacky comedy.

FIRST LOVE... Elvis Presley is the object of pretty Quentin Dean's teenage affections in "Stay Away, Joe."

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with support from Matthew and Natalie Bernstein.

http://wcftr.commarts.wisc.edu

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www.mediahistoryproject.org